

NEWS OFFICE
SMITH COLLEGE

NORTHAMPTON, MASS.
TEL. 2700 EXT. 434

RELEASE: MARCH 23, 1950

Northampton, Mass., March 22;.....Last night in Pioneer Valley three colleges blazed a trail in intercollegiate broadcasting through the formal opening of the Pioneer Broadcasting System, a network joining the radio stations of Smith College, Amherst College, and the University of Massachusetts.

Following a rousing send off by the University of Massachusetts Studio Orchestra, the audience of over 200 invited guests seated in the ballroom of the Davis Student Center on the Smith campus witnessed the reading of the charter by PBS president Robert Vance of Worthington, Ohio, manager of the Amherst station, who then officially offered membership in the network to radio stations WCSR, Smith College; WMUA, University of Massachusetts; and WAMF, Amherst College.

Luke F. Ryan, mayor of Northampton and representative of Governor Dever, made a short congratulatory speech extending the Governor's admiration of the "efforts of the college students who led the enterprise". E. Turner Cooke, program director of WMAS in Springfield, offered his congratulations admonishing the staffs of the three stations to remember "the vital things in which you will deal - intelligence, laughter, music, and communication".

President Cole of Amherst College acknowledged the initiative of students who had brought the three Valley Colleges closer together through this cooperative radio network. Other speakers included Robert Berger of the Decca Record Company; F. Day Tuttle of the Smith theatre department and former director of the Henry Aldrich radio shows; and A.L. Davis of the Western Massachusetts Electric Company.

From 8 to 8:15 p.m., broadcasts were returned to the Smith radio station while the audience was given an opportunity to observe the exhibits in the Davis Student Center which indicated the progress of the individual stations through pictures, posters, and diagrams. A special PBS display gave a preview of outstanding programs which will be featured during the coming network broadcasts. more -

RECEIVED
JAN 10 1904

THE UNIVERSITY OF CHICAGO
LIBRARY

From 8:15 to 9:00 p.m. each station presented a fifteen minute show emphasizing specialties with which they will enrich network broadcasting. "Happiest Man on Earth" was a dramatic production presented by the Amherst WAMF which spotlights such drama regularly in their program schedule. Louise Moncey, an accordionist from the University, was the WMUA attraction. Smith gave the final show with a combination of fashions and songs called "Ballads and Bows", two of the most popular features on the Smith station.

When master of ceremonies Jim Baldwin of Amherst, in a coon skin cap, took over with his roving microphone from 9 to 10 p.m., careful timing and accuracy emphasis gave way to audience participation and an atmosphere of real celebration. Refreshments were served and the guests gathered in groups for informal chats while Jim stopped to interview various of the guests who offered their congratulations to the new network. Telegrams and messages from outstanding radio personalities such as Danny Seymour of "WE the People", as well as congratulations from local merchants were interspersed with the interviews. Informal singing groups from Smith and Amherst sang, and the University of Massachusetts Orchestra also provided background music.

Representatives of other colleges radio stations were present to mark this milestone in college radio.

####

